

1 of 10

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F	500A-600A		:30	\$225.00	10/17-10/19	2	1	2	\$450.00	
		Buyline Comment: 5A NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*2	M-TU	500A-600A		:30	\$225.00	10/22-10/23	1	1	1	\$225.00	
		Buyline Comment: 5A NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*3	M-TU	600A-700A		:30	\$275.00	10/22-10/23	1	1	1	\$275.00	
		Buyline Comment: 6A NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*4	W-F	600A-700A		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
		Buyline Comment: 6A NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										

Rep Order# 8843216 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36982

Printed: 10/16/2012 11:32 AM
Last Received: 10/16/2012 10:43 AM
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

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	*5	W-F	700A-900A		:30	\$200.00	10/17-10/19	1	1	1	\$200.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	6	M-TU	700A-900A		:30	\$200.00	10/22-10/23	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								
	*7	W-F	900A-1000A		:30	\$275.00	10/17-10/19	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	8	M-TU	900A-1000A		:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$450.00	10/17-10/19	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$450.00	10/22-10/23	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	*11	W-F	1100A-1200P		:30	\$1,925.00	10/17-10/19	0	0	0	\$0.00	
				Buyline Comment: Y&R								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	12	M-TU	1100A-1200P		:30	\$550.00	10/22-10/23	0	0	0	\$0.00	
				Buyline Comment: Y&R								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*13	W-F	1200P-1230P		:30	\$325.00	10/17-10/19	2	1	2	\$650.00	
		Buyline Comment: NOON NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	14	M-TU	1200P-1230P		:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
		Buyline Comment: NOON NEWS										
	15	W-F	1230P-200P		:30	\$1,315.00	10/17-10/19	1	1	1	\$1,315.00	
		Buyline Comment: BOLD.LET'S MAKE										
	*16	M-TU	1230P-200P		:30	\$1,315.00	10/22-10/23	0	0	0	\$0.00	
		Buyline Comment: BOLD.LET'S MAKE										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	17	W-F	200P-300P		:30	\$1,315.00	10/17-10/19	1	1	1	\$1,315.00	
		Buyline Comment: TALK CBS										
	18	M-TU	200P-300P		:30	\$1,315.00	10/22-10/23	1	1	1	\$1,315.00	
		Buyline Comment: TALK CBS										
	*19	W-F	300P-400P		:30	\$425.00	10/17-10/19	4	1	4	\$1,700.00	
		Buyline Comment: ELLEN										
		Sales Remark: V7 ..										
		V7 Comment Changed, Spots/week Changed										
	*20	M-TU	300P-400P		:30	\$425.00	10/22-10/23	2	1	2	\$850.00	
		Buyline Comment: ELLEN										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										

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	21	W-F	430P-500P		:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
				Buyline Comment: 430P NEWS								
	22	M-TU	430P-500P		:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
				Buyline Comment: 430P NEWS								
	*23	W-F	500P-630P		:30	\$500.00	10/17-10/19	4	1	4	\$2,000.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*24	M-TU	500P-630P		:30	\$500.00	10/22-10/23	3	1	3	\$1,500.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*25	W-F	630P-700P		:30	\$325.00	10/17-10/19	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*26	M-TU	630P-700P		:30	\$325.00	10/22-10/23	0	0	0	\$0.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*27	W-F	700P-800P		:30	\$350.00	10/17-10/19	2	1	2	\$700.00	
				Buyline Comment: ET/INSIDER								
				Sales Remark: V7 .								
				V7 More than 2 codes changed								
	*28	M-TU	700P-800P		:30	\$350.00	10/22-10/23	1	1	1	\$350.00	
				Buyline Comment: ET/INSIDER								
				Sales Remark: V7 .								
				V7 More than 2 codes changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	29	W-F	1100P-1135P		:30	\$600.00	10/17-10/19	1	1	1	\$600.00	
		Buyline Comment: 11P NEWS										
	*30	M-TU	1100P-1135P		:30	\$600.00	10/22-10/23	1	1	1	\$600.00	
		Buyline Comment: 11P NEWS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*31	W-F	1135P-1235A		:30	\$275.00	10/17-10/19	1	1	1	\$275.00	
		Buyline Comment: LETTERMAN										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*32	M-TU	1135P-1235A		:30	\$275.00	10/22-10/23	1	1	1	\$275.00	
		Buyline Comment: LETTERMAN										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*33	M	900P-1000P		:30	\$2,100.00	10/22-10/22	0	0	0	\$0.00	
		Buyline Comment: HAWAII 5-0										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	*34	TU	800P-900P		:30	\$2,100.00	10/23-10/23	0	0	0	\$0.00	
		Buyline Comment: NCIS										
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	35	TU	900P-1000P		:30	\$2,300.00	10/23-10/23	0	0	0	\$0.00	
		Buyline Comment: NCIS:L//NCIS 9										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	36	TU	1000P-1100P		:30	\$1,700.00	10/23-10/23	1	1	1	\$1,700.00	
				Buyline Comment: VEGAS								
	*37	W	900P-1000P		:30	\$2,500.00	10/17-10/17	0	0	0	\$0.00	
				Buyline Comment: CRIMINAL MINDS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	38	W	1000P-1100P		:30	\$2,300.00	10/17-10/17	1	1	1	\$2,300.00	
				Buyline Comment: CSI								
	*39	TH	900P-1000P		:30	\$2,100.00	10/18-10/18	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*4C	TH	1000P-1100P		:30	\$2,200.00	10/18-10/18	0	0	0	\$0.00	
				Buyline Comment: ELEMENTARY								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*41	F	900P-1000P		:30	\$1,400.00	10/19-10/19	0	0	0	\$0.00	
				Buyline Comment: MADE IN JERSEY								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	42	F	1000P-1100P		:30	\$1,600.00	10/19-10/19	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	43	SA-SU	1100P-1135P		:30	\$400.00	10/20-10/21	2	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKND								
	44	SA	500A-700A		:30	\$95.00	10/20-10/20	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	45	SA	1230P-400P		:30	\$250.00	10/20-10/20	0	0	0	\$0.00	
				Buyline Comment: SEC FOOTBALL								
	*46	SA	500P-700P		:30	\$225.00	10/20-10/20	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SAT								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	47	SA	800P-1000P		:30	\$500.00	10/20-10/20	2	1	2	\$1,000.00	
				Buyline Comment: KLAS PRIME MOVIE								
	48	SA	900P-1000P		:30	\$550.00	10/20-10/20	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
	*49	SA	1000P-1100P		:30	\$900.00	10/20-10/20	0	0	0	\$0.00	
				Buyline Comment: 48HRS MYSTERY								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	50	SU	500A-600A		:30	\$85.00	10/21-10/21	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	51	SU	600A-630A		:30	\$150.00	10/21-10/21	1	1	1	\$150.00	
				Buyline Comment: 6A NEWS SUN								

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	52	SU	630A-80CA		:30	\$350.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: CBS SUN AM								
	*53	SU	800A-83CA		:30	\$350.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS SUN								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*54	SU	830A-93CA		:30	\$400.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	55	SU	930A-1000A		:30	\$175.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	*56	SU	1000A-100P		:30	\$2,200.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	57	SU	100P-400P		:30	\$7,700.00	10/21-10/21	2	1	2	\$15,400.00	
				Buyline Comment: NFL 1P								
	58	SU	500P-700P		:30	\$225.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
	59	SU	700P-800P		:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
				Buyline Comment: 60MIN								

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	*60	SU	800P-900P		:30	\$7,350.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: AMAZING RACE								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	*61	SU	900P-1000P		:30	\$1,600.00	10/21-10/21	0	0	0	\$0.00	
				Buyline Comment: GOOD WIFE								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	62	SU	1000P-1100P		:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
				Buyline Comment: CSI MIAMI								
	*63	W-F,M-TU	400A-459A		:30	\$20.00	10/17-10/23	0	0	0	\$0.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	64	M	1000P-1030P		:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
				Buyline Comment: ET								
	65	M	1030P-1100P		:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
	*66	M-TU	1237A-137A		:30	\$110.00	10/22-10/23	1	1	1	\$110.00	
				Buyline Comment: LATE LATE SHOW								
				V7 Added								
	*67	W-F	400A-459A		:30	\$20.00	10/17-10/19	1	1	1	\$20.00	
				Buyline Comment: NEWS								
				V7 Added								

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---REPORT TOTALS---

Report Totals: 65 / \$47,630.00

---SALES MONTHLY TOTALS---

Oct 12: 65 / \$47,630.00
Sales Totals: 65 / \$47,630.00
Station Totals: 65 / \$47,630.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$158,767	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+